

**Pace University**  
**DigitalCommons@Pace**

---

Cornerstone 3 Reports : Interdisciplinary  
Informatics

The Thinkfinity Center for Innovative Teaching,  
Technology and Research

---

10-1-2012

# Digital Imperatives in Marketing: The Integration of Communications and Technology to Target Consumers While Protecting Privacy

Catherine Dwyer

*Seidenberg School of CSIS, Pace University*

Randi Priluck

*Lubin School of Business, Pace University*

Follow this and additional works at: <http://digitalcommons.pace.edu/cornerstone3>

 Part of the [Computer Engineering Commons](#), and the [Marketing Commons](#)

---

## Recommended Citation

Dwyer, Catherine and Priluck, Randi, "Digital Imperatives in Marketing: The Integration of Communications and Technology to Target Consumers While Protecting Privacy" (2012). *Cornerstone 3 Reports : Interdisciplinary Informatics*. Paper 86.  
<http://digitalcommons.pace.edu/cornerstone3/86>

This Report is brought to you for free and open access by the The Thinkfinity Center for Innovative Teaching, Technology and Research at DigitalCommons@Pace. It has been accepted for inclusion in Cornerstone 3 Reports : Interdisciplinary Informatics by an authorized administrator of DigitalCommons@Pace. For more information, please contact [rracelis@pace.edu](mailto:rracelis@pace.edu).

# **Digital imperatives in marketing: The integration of communications and technology to target consumers while protecting privacy**

Catherine Dwyer and Randi Priluck

## Outcomes from the Thinkfinity Project

### 1. Integration of Information Systems into the Marketing Curriculum

A result of regular meetings between R. Priluck and C. Dwyer in Fall 2011 and Spring 2012

### 2. The development of an MS program in Social Media and Mobile Marketing with courses from both Lubin and Seidenberg

The grantees worked with Dean Baugher to secure New York State Approval at the end of fall 2012

### 3. Lubin has begun marketing the new MS program in Social Media and Mobile Marketing

The grantees advised on the campaign:

Recommending search engine optimization and paid search

Creating posters to announce the program

Posting to LinkedIn

Sending emails to alumni of the marketing department

### 4. The course MAR 646: Social Media and Mobile Marketing Strategies created by the grantees ran in Fall 2012.

18 students completed the course with a faculty rating of 4.5 overall

The course included students from Lubin: marketing, accounting and strategic management and Pace's program in publishing

**Course Description:** This course introduces students to integrated marketing communications with a focus on social media and mobile communications. Students will develop skills in researching and writing a situation analysis, understanding consumer behavior and insights, segmenting and targeting consumer audiences and approaching 360 degree marketing communication campaigns with emphasis on the digital market space. Students will be introduced to digital media vehicles including social media communication strategies and platforms and mobile marketing (SMS communications, mobile web sites and mobile search) and will learn to successfully integrate digital with traditional media.

5. The course IS676/MAR648: Fundamentals of Social and Mobile Technologies will run in Fall 2013. The grantees developed this course and it is cross listed with the marketing department. IS676 is required in the MS in Social Media and Mobile Marketing program.

**Course Description:** This course will explore the technical foundations of social and mobile technologies, and consider their impact on digital marketing, as well as other business contexts. The potential for social and mobile technology to serve as a new profit center for firms will be explored. Student assignments will involve the hands on use and application of social and mobile technologies. Students will also learn how to create a simple mobile application for the iPhone, Android, or other relevant platforms. The final group project will consist of a social/mobile marketing project for a specific company or product.

6. The two faculty members are pursuing research in the area of Digital Marketing and Privacy.